

Rediscover Music

Technics

Technics Logo Guidelines

last updated on Feb 14th 2018

Technics Philosophy & Mission

Delivering the Ultimate Emotive Musical Experience to All

At Technics we understand that the listening experience is not purely about technology but the magical and emotional relationship between people and music.

We want people to experience music as it was originally intended and enable them to feel the emotional impact that enthuses and delights them.

Through delivering this experience we want to support the development and enjoyment of the world's many musical cultures. This is our philosophy.

With a combination of our love of music and the vast high-end audio experience of the Technics team, we stand committed to building a brand that provides the ultimate emotive musical experience by music lovers, for music lovers.

Logo Type

Main Type

Rediscover Music

Technics

Sub Type

Use only when main type logo can not be applied due to restriction of layout, design or size causing “Rediscover Music” text to be unreadable.

Rediscover Music /

Technics

Technics

Logo Coloration

Main Color

Rediscover Music



Technics

[For Print]

C0% M0% Y0% K70%

Pantone CoolGray 9c

[For Web/Screen]

R77% G77% B77%

Sub Color(white color)

Use only when main color can not be applied due to restriction of printing or background material.

Rediscover Music



Technics

[For Print]

C0% M0% Y0% K0%

[For Web/Screen]

R255% G255% B255%

Example of Logo Usage Violation

OK



NG – Color Violation



NG – Color Violation



NG – Placement Violation



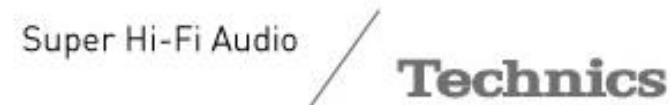
NG – Aspect Violation



NG – Inappropriate
Contrast Background



NG – No additional info



Technics = Correct

technics = Incorrect

TECHNICS = Incorrect